

What is claimed is:

1. A method of delivering media to consumers comprising the steps of:
 - (a) providing media consumers with total choice of selection and total control over playback through a personal media device;
 - (b) profiling consumers and automatically storing the profiled data in a data warehouse;
 - (c) providing media suppliers with a targeting system that directs messages or products to, and provides reporting on, a particular consumer group; and
 - (d) providing media suppliers with revenue streams and operational efficiency opportunities through the targeting system.
2. The method of delivering media as claimed in claim 1, whereby the consumer pays no fee to use the system.
3. The method of delivering media to consumers as claimed in claim 1, further comprising the step of charging consumers a fee to use the system.
4. The method of delivering media to consumers as claimed in claim 1, wherein the step of providing total choice and control through a personal media device includes automatically providing a consumer with media that is of possible interest to the consumer and expanding the consumer's profile of preferred media.
5. A method as claimed in claim 1, wherein the personal media device is operable to function when disconnected from the system and to continue in a limited manner.

6. The method of delivering media to consumers as claimed in claim 1, wherein the step of profiling consumers includes storing data in response to predetermined consumer interactions with the system.

7. The method of delivering media to consumers as claimed in claim 1, further comprising the step of processing the data stored in the data warehouse to generate reports.

8. The method of delivering media to consumers as claimed in claim 1, wherein media suppliers interface with the data warehouse and generate reports about consumer preferences for media.

9. The method claimed in claim 1, further comprising the step of the media supplier conducting market testing on a group of consumers through a personal media device.

10. The method of delivering media to consumers as claimed in claim 1, further comprising the step of the media supplier targeting products the consumer may be interested in purchasing and automatically providing information about the products to the consumer directly through the personal media device.

11. The method as claimed in claim 1, further comprising the step of providing the consumer with a means for purchasing the products directly through the personal media device.

12. The method of delivering media to consumers as claimed in claim 1, wherein the step of providing choice and control through a personal media device includes providing consumers with the option of selecting media based on metadata.

13. The method of delivering media to consumers as claimed in claim 1, wherein the step of providing choice and control through a personal media device includes providing consumers with the option of selecting news or events related to the selected media.

14. The method of delivering media to consumers as claimed in claim 1, wherein the step of providing choice and control through a personal media device includes providing consumers with the option of selecting merchandise related to the selected media and then providing a means for the consumer to automatically purchase the merchandise

15. The method of delivering media to consumers as claimed in claim 1, wherein the step of providing choice and control through a personal media device includes providing the consumer with the option of creating, updating, and organizing lists of favorite media.

16. The method of delivering media to consumers as claimed in claim 1, wherein the step of providing choice and control through a personal media device includes providing the consumer with a message board that is operable to allow the consumer to communicate with other consumers that are on the system and further allow the consumer to transmit personally suggested media to fellow users on the system.

17. The method as claimed in claim 1, wherein the media includes any multimedia product.

18. The method as claimed in claim 1, wherein the media is fully streamed to a personal media device from a personal media services server.

19. The method as claimed in claim 1, wherein the media is streamed to a personal media device from the combined resources of a personal media services server and from a partial copy of the media locally stored on the personal media device.

20. The method as claimed in claim 1, wherein the media can be streamed to a personal media device from a full copy of the media locally stored on the personal media device.

21. The method of delivering media to consumers as claimed in claim 1, wherein the media supplier provides content, metadata and digital rights information.

22. The method as claimed in claim 1, wherein the media can be protected by a digital rights management system.

23. A method of making music accessible to consumers on a personal media device comprising the steps of:

giving music listeners total choice of selection and total control over playback of the music through a personal media device;

profiling music listeners and automatically storing the profiled data;

providing media suppliers with a targeting system that directs messages or products to, and provides reporting on, a particular consumer group; and

providing media suppliers with operational efficiency opportunities through the targeting system.

24. A media system comprising:

a management server system that includes a media management server, a message management server, a channel management server, and a catalog

management server, each management server being operable to be maintained by a supplier;

a database for each management server connected to the management server system, the database houses information for each supplier;

a personal media services server that is in communication with each database;

a data warehouse in communication with the personal media services server;

a tracking database in communication with the personal media services server;

an interface between the personal media services server and a personal media device for transmitting media to a consumer;

personal media device having an output means for a consumer to observe the received media.

25. The media system as claimed in claim 24, further comprising a targeting and reporting function that communicates with the personal media services server.

26. The media system as claimed in claim 24, further comprising a means for generating reports from the databases or data warehouses.

27. The media system as claimed in claim 24, wherein the personal media device is comprised of a consumer interface by which data to the personal media service server can be transmitted and received and the personal media device further includes media playback capabilities.

28. The media system as claimed in claim 24, wherein the interface between the personal media services server and a personal media device is a wireless network.

29. The media system as claimed in claim 24, wherein the interface between the personal media services server and a personal media device is a data network such as the Internet.

30. The media system as claimed in claim 24, further comprising a subscriber database that is in communication with the personal media services server.

31. A media system that allows a consumer to have total choice and control over the media comprising:

a data center containing product databases, tracking and subscriber databases, and a data warehouse;

a supplier system for maintaining the product databases, the supplier system including management servers;

a consumer media device that is operable to exchange data from the data center by interacting with the product databases through a personal media services server, whereby consumers provide behavioral and preferential feedback to the tracking and subscriber databases which in turn updates the data warehouse; and

a targeting and reporting function for providing information to the supplier system.